

## CLAIMS

What is claimed is:

1. A method for referring a buyer from a referring marketer to a listing sales broker through a collective listing organization, comprising the steps of:

storing a plurality of sales listings from the listing sales broker in a database;

displaying the plurality of sales listings from the database for a buyer through a computer network interface associated with each referring marketer;

recording referral information entered into the computer network interface by the buyer who views the plurality of sales listings;

transferring the referral information to the listing sales broker; and

paying the collective listing organization a commission when the buyer purchases a sales listing from the listing sales broker.

2. A method as in claim 1, further comprising the step of paying the referring broker a portion of the commission for electronically referring the buyer to the listing broker, when the buyer purchases a sales listing from the listing broker.

3. A method as in claim 1, further comprising the step of paying the referring marketer a portion of the commission for electronically referring the buyer to the listing sales broker, when the buyer purchases the sales listing from the listing sales broker.

4. A method as in claim 1, further comprising the step of paying a commission to the collective listing organization to be split with the referring broker when the buyer purchases a sales listing from the listing broker.

5. A method as in claim 1, further comprising the step of paying the collective listing organization a referral fee that is owed by the listing broker to the collective listing organization

and the referring broker or marketer when the buyer purchases a sales listing from the listing sales broker.

6. A method as in claim 1, further comprising the step of paying the collective listing organization one half of a referral fee for the sale by the listing sales broker to the referring marketer when the buyer purchases a sales listing from the listing sales broker.

7. A method as in claim 5, further comprising the step of paying the collective listing organization a 12.5% referral fee of the sale of the item listed in the sales listing to the buyer.

8. A method as in claim 5, further comprising the step of recording contact information entered by the buyer who desires further information about at least one property listing.

9. A method as in claim 1, further comprising the step of requiring a buyer to enter referral information to access detailed information about a sales listing.

10. A method for referring a real estate buyer from a referring real estate broker to a listing real estate broker through a collective listing organization, comprising the steps of:

storing a plurality of real estate listings from the listing real estate broker in a database managed by the collective listing organization;

displaying the plurality of real estate listings to the real estate buyer from the database through a listing real estate broker's computer network interface associated with each referring real estate broker;

recording referral information entered into the computer network interface by the real estate buyer who views the plurality of real estate listings;

sending the referral information to the listing real estate broker; and

paying the collective listing organization a commission when the real estate buyer purchases real estate from the listing real estate broker.

11. A method as in claim 10, further comprising the step of paying a commission to both the referring real estate broker and the collective listing organization when the real estate buyer purchases a real estate listing from the listing sales broker.

12. A method as in claim 10, further comprising the step of paying the collective listing organization a commission when the real estate buyer purchases the real estate listing related to the referral information sent to the listing real estate broker.

13. A method as in claim 10, further comprising the step of paying the collective listing organization one half of a referral fee paid by the listing real estate broker to the referring real estate broker when the real estate buyer purchases real estate from the listing real estate broker.

14. A method as in claim 13, further comprising the step of paying the collective listing organization a referral fee of 12.5% of the commission from a sale of the real estate listing to the real estate buyer, who provided the referral information.

15. A method as in claim 10, further comprising the step of paying the referring real estate broker a commission for electronically referring the real estate buyer to the listing real estate broker, when the real estate buyer purchases the real estate listing from the listing real estate broker.

16. A method as in claim 10, further comprising the step of recording referral information entered by the real estate buyer who desires further information about at least one of the plurality of real estate listings.

17. A method as in claim 10, further comprising the step of displaying the plurality of real estate listings to the real estate buyer from the database through a web site associated with each referring real estate broker.

18. A method as in claim 10, further comprising the step requiring a real estate buyer to enter referral information to access detailed information about a real estate listing.

19. A method as in claim 10, wherein the step of paying the collective listing organization a commission, further comprises the step of paying the collective listing organization only for referrals from the referring real estate broker to the listing real estate broker that are not owned by the listing real estate broker.

20. A method as in claim 10, wherein the step of paying the collective listing organization a commission, further comprises the step of paying the collective listing organization for referrals from the referring real estate broker to the listing real estate broker and leads that are owned by the listing real estate broker.

21. A method as in claim 10, wherein the step of paying the collective listing organization a commission, further comprises the step of paying the collective listing organization only for referrals from the referring.